

Delaware Office of Highway Safety Brings Back 4th of July SoberLift Program for Second Consecutive Year

FOR IMMEDIATE RELEASE

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DUI Initiative Running From July 3rd Through July 7th

DOVER, De. (July 1, 2019) – [The Delaware Office of Highway Safety \(OHS\)](#) is pleased to announce that it is reactivating its *SoberLift* program, in partnership with *Lyft*®, for the second consecutive year over the Fourth of July holiday to Delaware's beach resort community.

The program will begin on Wednesday, July 3, at 4 p.m. and run through Sunday, July 7, at 2 a.m., and will provide free *Lyft*® vouchers* (maximum value of \$15) for individuals who want a safe ride during that time period. To participate in the program, individuals need to text "**SoberLift**" to 99000 to redeem the discount code. It will be available in Delaware beach towns: Lewes, Rehoboth Beach, Dewey Beach, South Bethany

Beach, and Fenwick Island.

“Delaware continues to see far too many tragedies caused by impaired driving especially at the beaches during the July 4th holiday weekend, “Richard Klepner, Impaired Driving Program Manager, Office of Highway Safety. “It is critical for people to understand the negative consequences of driving under the influence, and we’re thankful to our partners for providing funding to allow Delawareans to plan ahead for a safe ride home.”

Throughout the state from 2014 to 2018, 4th of July weekend saw 53 DUI-related crashes and five DUI-related fatalities. Reports indicate that DUI crashes occur between 8 p.m. to 2 a.m. at the Delaware beaches. This region – east of DE-1 between Dewey Beach, northern limits and Old Mill Pond Bridge – also lead the state with 46 DUI-related crashes in 2018.

Street teams will be present ahead of the holiday weekend, handing out vouchers for *SoberLift* codes, as well as promoting the program at local bars, restaurants, and other local businesses. Campaign sponsors include: Breakthru Beverage DE, Allstate, Grain Craft Bar + Kitchen, First State Brew Bus, Kelly’s Logan House, Washington Street Ale House/Oyster House, Wilmington Blue Rocks, Delaware Department of Insurance, Dewey Business Partnership, Bluecoast Seafood and Grill Rehoboth, The Starboard, Grain, Liquid Alchemy Brewing, Aloysius Butler & Clark (AB&C) and Deardorff.

Cynthia Cavett, Marketing Specialist and Public Information Officer for OHS adds, “We’ve said it before and we will say it again, just one impaired driver can negatively impact the lives of so many people. So while we encourage all Delawareans to have fun, make sure you make safe choices. Utilize our ridesharing program *SoberLift*, and *Arrive Alive* this holiday weekend.”

In addition, OHS is partnering with the [Delaware State Police](#)

and local law enforcement for the national summer holiday campaign for *Drive Sober or Get Pulled Over* from July 4 – July 7, 2019, to put an end to drunk driving. In support of law enforcement's dedication to protecting the lives of residents in their communities, you'll see increased enforcement on the roads with zero tolerance for those who drive impaired.

**The number of daily codes, available between 4 p.m. and 2 a.m., will be limited.*

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About the Delaware Office of Highway Safety

The Office of Highway Safety (OHS) is committed to improving the safety of Delaware's motoring public by focusing on

behavioral traffic safety issues such as impaired driving, seat belt use, speeding, child passenger safety, pedestrian and bicycle safety, motorcycle safety, and teen driving issues. FAQs can be found at [ArriveAliveDE.com](https://www.arrivealiveDE.com).